

Rep Order#	6847485	Ver#	3	Status	Revised	Traffic Order#	09/10/2012 8:37 AM	1 of 2
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**Last Received:** 09/08/2012 5:45 PM  
**Showing Buylines:** All Rep & Sta Revised Lines

<b>Station</b>	WVBT-TV NORFOLK, VA.	<b>Agency</b>	( ) WATERFRONT STRATEGIES	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) .HOUSE MAJORITY PAC		3050 K ST NW	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	HOUSE MAJORITY PAC		WASHINGTON, DC 20007	<b>Salesperson</b>	( ) ANJIE BRADY
<b>Estimate#</b>	1432		<b>Agency C/P1/P2/E</b>		
<b>Buyer</b>	Dan Nagelberg		79/86/1432	<b>Salesperson Phone#</b>	215-567-6005
<b>Phone#</b>			<b>Flight Dates</b>	<b>Salesperson FAX#</b>	215-567-5938
<b>Fax#</b>			<b>Hiatus Weeks</b>		

**-- CONTRACT COMMENT --**

CLIENT: HOUSE MAJORITY PAC SC=\*

**-- REMARKS --**

VER 3 ISSUED TO CXL W/O 9/10 W/REBUY ON SEP LN'S  
W/REVISED DAYS/DATES TO HIATUS 9/11 PER AGY/CLIENT  
CONTRACT TOTAL REMAINS \$13,675  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*6	M-F	10P-1045P	LATE NEWS	:30	\$1,200.00	09/10-09/14 09/17-09/21	0 1	1 1	0 1	\$1,200.00	
				Buyline Comment: CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES Sales Remark: V3 CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES V3 More than 2 codes changed								
	*10	M-F	4P-5P	STEVE WILKOS	:30	\$250.00	09/10-09/14 09/17-09/21	0 4	1 1	0 4	\$1,000.00	
				Buyline Comment: CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES Sales Remark: V3 CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES V3 More than 2 codes changed								
	*13	M,W-F	3P-4P	JERRY SPRINGER	:30	\$175.00	09/10-09/14	1	1	1	\$175.00	
				Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST Sales Remark: V3 REVISE DAYS/DATES V3 More than 2 codes changed								
	*15	M,W-F	10P-1045P	LATE NEWS	:30	\$1,200.00	09/10-09/14	1	1	1	\$1,200.00	

\*15 M,W-F 10P-1045P LATE NEWS  
Buyline Comment: REBUY FROM LN 6  
Sales Remark: V3 REBUY FROM LN 6  
V3 Added

Station WVBT-TV NORFOLK, VA.  
Advertiser (    ) .HOUSE MAJORITY PAC  
Product HOUSE MAJORITY PAC  
Estimate# 1432  
Buyer Dan Nagelberg  
Phone#  
Fax#

Agency (    ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/1432  
Flight Dates 09/04/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*16	M, W-F	4P-5P	STEVE WILKOS	:30	\$250.00	09/10-09/14	4	1	4	\$1,000.00	
Buyline Comment: REBUY FROM LN 10												
Sales Remark: V3 REBUY FROM LN 10												
V3 Added												

---REPORT TOTALS---

Report Totals: 11 / \$4,575.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$13,675.00

Sales Totals: 25 / \$13,675.00

Station Totals: 25 / \$13,675.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---										
Market Totals				\$136,750	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%	
					WTVZ 5%	WVBT 10%	WVEC 29%			

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE